

in **WINNIPEG**

Draws Big Crowd

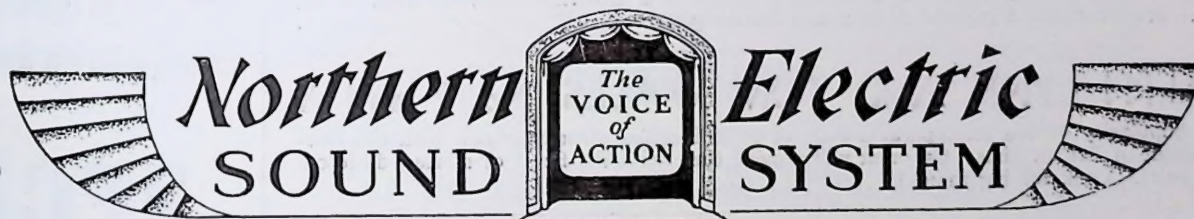
400 Wait in line at the
UPTOWN to see "CAVALCADE"

NOW FURBY and PARK Theatres
have re-opened with "WIDE RANGE"

Other installations include:—

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Park	Verdun, Que.
Savoy	Glance Bay, N.S.
Royal George	Toronto, Ont.
Centre	Ottawa, Ont.
Orpheum	Montreal, Que.
Oxford	Toronto, Ont.
Laurier	Hull, Que.
Imperial	Toronto, Ont.
Strand	Prince Albert, Alta.
Regent	Peterborough, Ont.
Century	Ville Emard, P.Q.
Avalon	Ottawa, Ont.
Orpheus	Halifax, N.S.
N. L. Nathansons Review Room	Toronto, Ont.
Special Products Review Room	Montreal, Que.

Inquire To-day About Wide Range



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REGAL'S ROYAL

**Here's the Greatest List of Money-Getters
During a Single Season in**

THE PRINCE OF WALES

The life story of the heir to the British throne. Produced at the Gaumont-British studios under the personal supervision of His Royal Highness. Acclaimed by London's critics as the most fascinating true story ever filmed.

I WAS A SPY

Marthe McKenna's dramatic story of her spy adventures. Superbly acted by an All Star Cast including Madeleine Carroll, Herbert Marshall, Conrad Veidt, Edmund Gwenn, Sir Gerald du Maurier. Directed by Victor Saville at the Gaumont-British studios. Mr. Saville is responsible for such box-office hits as "Sunshine Susie" and "The Good Companions" and this is his greatest film. An absolute smash hit.

FALLING FOR YOU

Jack Hulbert and Cicely Courtneidge, the "Jack's The Boy" team, are co-starred. 'Nuff Sed! This picture was chosen for showing to delegates attending the World Economic Conference in London as Britain's best. A Gainsborough picture.

JACK AHOY

Starring Jack Hulbert. Walter Forde, producer of "Jack's The Boy" and "Rome Express", will direct. New box-office records ahoy!

WALTZ TIME

Viennese musical operetta by Johann Strauss, starring Evelyn Laye. What a sweet hit this is! Gina Malo, Jay Laurier and Fritz Schultz in the supporting cast. Voices! Comedy! Music! Romance! They'll rave about it! A Gaumont-British picture.

DAUGHTERS OF EVE

What a grand title! Victor Saville's next big production, starring Evelyn Laye. Will be made on a lavish scale.

FRIDAY THE 13th

Another great title and a cast that reads like a "Who's Who" of English players: Jessie Matthews, Edmund Gwenn, Sonnie Hale, Gordon Harker, Emlyn Williams, Belle Crystall, Leonora Corbett, Robertson Hare, Frank Lawton, Max Miller, Ursula Jeans, Donald Calthrop, Alfred Drayton, O. B. Clarence, D. A. Clarke-Smith, Muriel Ake, Mary Jerrold, Hartley Power, etc., etc. A Gainsborough picture, directed by Victor Saville.

ORDERS IS ORDERS

"Variety" said: "Will stand up with the best of them in America" and we are telling you this picture will knock over Canadian box-office records. Charlotte Greenwood, James Gleason, Cyril Maude and Cedric Hardwicke head a big cast. Walter Forde directed. A Gaumont-British picture.

RALPH LYNN AND TOM WALLS No. 2 and 3

The popularity of this incomparable team of comedians has steadily grown with the development of British films. Gaumont will provide them with the finest of stories, directors and casts. Look for big things!

A CUCKOO IN THE NEST

Yoo, hoo! Get a load of this hilarity! Ralph Lynn and Tom Walls' first for Gaumont-British. Ben Travers wrote the comedy, and Tom Walls directed. A Gaumont-British picture.

**The Pick of
England's Fox
Gaumont
Gainsborough
British**

Now

**These pictures MUST
be a profit during the 1933-34**

**Every showman will find
money-getters in the group
pictures are essential to the
will be of the highest quality**

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THE CONSTANT NYMPH

Margaret Kennedy's famous book and play. Basil Dean will direct an All Star Cast. Colourful and unusual story, with musical interludes. Likely road show production. A Gaumont-British picture.

THE GHOUL

Here's the finest "terror" story since Lon Chaney's best. Boris Karloff, master of make-up, is the star. The cast includes: Cedric Hardwicke, Dorothy Hyson, Ernest Thesiger, Anthony Bushell, D. A. Clarke-Smith, Harold Huth. It's a "Frankenstein" hit! Produced by Gaumont-British.

AUNT SALLY

Cicely Courtneidge starring. She's England's queen of comedy. "Soldiers of the King" established her as the funniest woman in films. A Gainsborough winner.

An Original Story by J. B. PRIESTLEY

Will be produced by Gaumont-British. J. B. Priestley is the famous author of "Good Companions", biggest British hit. Another Canadian box-office sensation.

CHANNEL CROSSING

Starring Matheson Lang and Constance Cummings. Edmund Gwenn, Anthony Bushell, Max Miller head the large supporting cast. A wonderful story and a grand title. Milton Rosmer directed for Gaumont-British.

MURDER PARTY

There's a title! From Roland Pertwee and John Hastings Turner's story. Superbly acted by Leslie Banks, Ian Hunter, Jane Baxter, Ernest Thesiger, Muriel Aked. Entertainment for all audiences. Superb mystery and comedy hit!

OH, DADDY!

Oh, oh, get a load of this one. Screamingly funny story by Austin Melford. Oh, oh, what a box-office hit!

PARIS IN SPRING

Albert de Courville will direct this gay and zippy comedy, with music. Great cast! Great story! Great title!

THIS IS THE LIFE

You'll say so, too, when you see this gay musical romance, with adorable Binnie Hale, famous music-hall comedienne, and popular Gordon Harker. A British Lion super production that will delight audiences.

4 UNTITLED PRODUCTIONS

Each will be an outstanding attraction and a guaranteed box-office production.

26 GAUMONT-BRITISH MINIATURES

Short subjects that can be featured. These fascinating single reels are delighting Canadian audiences. Each deals with an unusual aspect of the Motherland and its activities. The subject "Windsor", which describes the home of Britain's kings, is an excellent example. First three releases, "Windsor", "Oxford", "Cambridge", are now available.

N. L. Nathanson delivers interesting address at Warner Bros. Convention, Royal York Hotel, Toronto

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

Telephone: Waverley 4929

Cable: Ontocanada

Published by Canadian
Moving Picture Digest
Company, Limited

259 Spadina Ave. Toronto

RAY LEWIS
Editor and Managing Director

Vol. 25, No. 16

TORONTO 2, CANADA

August 12th, 1933

THE DOUBLE FEATURE MENACE



METRO - Goldwyn-Mayer has always been opposed to the double feature policy. It is natural that M-G-M which possesses such star-power, which produces pictures of such outstanding quality, pictures which have led in the annual awards for Merit, should be opposed to a showmanship policy which discredits the strength of its feature pictures, bolstering up such a lack of faith by adding an additional feature.

Our readers know that The Digest never saw any merit in double feature bills. Such a policy makes showmen lazy. Anyone can select two pictures to present and call such presentation Entertainment and Show Business. But is it? What ability does an exhibitor display who gives his public double features?

The showman who builds up his show with a news reel, a short subject by way of a novelty, a comedy, and a feature, shows that he understands the public's desire for variety, and also reveals how good a showman he is, by his assembling of his show.

We are happy to see that Warner Bros. are incorporating a clause in their contracts which disposes of double features for Warner Bros. pictures. Producers may as well close up their short subject producing activities, if double features continue.

And exhibitors may as well close up their theatres, for the public will weary of double features; and the reaction will be to the disadvantage of Motion Pictures in general.

Before the era of Motion Pictures, the theatre public enjoyed its theatre entertainment by witnessing one play in an evening, or a vaudeville show.

One play was quite sufficient and one Talking Picture today is quite sufficient. Exhibitors should take into consideration, that in a show made up of short subjects and a feature, there

is always one offering of the several presented, which will please every patron. The exhibitor's business is to please all who pay to be entertained. Make this possible through diversified programs.

WARNER'S CONVENTION

FOR the first time in the history of major producing companies, a national convention has been held in Canada.

Warner Bros. has established this precedent, holding its Canadian National Convention in Toronto, at the Royal York Hotel. We, in the Industry, have been aware that the usual procedure is to have Canada's general manager, the Canadian office managers, and sales force attend the U. S. National Conventions.

Since Canada is essentially a Dominion, and a foreign country, as far as the sales policy of the U. S. producing and distributing companies are concerned, the sensible and business method is to have a conference of sales managers in Canada, in respect to the Canadian market; and not take up the time of Canadian sales managers, etc., in a U. S. Convention, the latter which must necessarily concentrate and direct its interests in American distribution and policies of particular interest to the U. S. market.

We are happy to note this "change of attitude" on the part of the U. S. producers, and the elimination of the old regional idea in respect to Canada. Treating Canada as a foreign country, and permitting the sales force and management to contribute its share, by way of a knowledge of Canada, and an experience in Canada, is the very best policy for securing profits from Canada.



RA



RAY LEWIS

PRESENTS

MICHAEL BALCON, familiarly called "Mickey" is the production chief of Gaumont-British. "Mickey" is the English director, who made Gainsborough pictures of such quality that they found an eager market in Canada, and the United States.

Regal Films has the good fortune to have secured the Gainsborough Pictures, and of equal importance, Gaumont-British made an important connection in Canada when it signed up with Regal.

Mr. Balcon is personally sponsoring a plan, as suggested by J. C. Graham, Managing Director of Paramount, London, England, which will, in accordance with his personal views, help to maintain a standard of quality for British Quota pictures.

The Graham plan embodies a subsidy, an American subsidy for British pictures. The major British producers "would be invited to allocate certain product for Quota needs of American companies, being, in return, subsidized by an agreed amount for this purpose, and retaining full distribution advantages to themselves."

THE attractive feature of the plan is, of course, first, cash for production, always acceptable, and Quality Quota pictures, also most acceptable and necessary, if the Quota Act is to be successful, and British pictures are to retain and increase their markets.

Mr. Balcon points out, in his support of the Graham plan, that it is obvious British producers can best produce British pictures, that subsidizing British producers, to make the necessary Quota pictures, for Importers of films, would eliminate the necessity for the quantity of British pictures produced, many being of a poor quality, since their production is inspired by legislative need solely! These Quota pictures serve such a Quota purpose, and then repose upon the shelf. Others are sent into distribution at cheap prices, in order that some returns might be secured from the investment.

Quota pictures made under such a plan are naturally made as cheaply as possible, that is why these Quota pictures are generally "flat, stale and unprofitable, and have a most unfavorable reaction upon British pictures generally".

The latest Gaumont-British London success is "I Was a Spy", directed by Victor Saville, and starring Madeleine Carroll.

Miss Carroll is reported to have scored a personal triumph, while Herbert Marshall and Conrad Veidt also share her honours.

Sir Gerald du Maurier and Edmund Gwenn give outstanding performances.

"THE CINEMA", in its issue of July 26th, has a very interesting editorial headed, "Exhibitors and Music Rights". It reports on a recommendation arrived at by the Australian Royal Commission concerning the Australian Performing Right Society.

The Royal Commission points out that the Performing Right Society claims the copyright of over 80 per cent of the best music and the Commission further points out "unless the Law is altered there can be no restraint on its claims".

The Royal Commission recommends that "legislation should be carried through at the earliest opportunity, to provide a remedy, in case of groundless threats of legal proceedings by the Performing Right Society."

We, in Canada, know something about the Canadian Performing Right Society, and its threats of legal proceedings. We, also, remember that when Mr. N. L. Nathanson was formerly Managing Director of Famous Players Canadian, he spent \$30,000 in a successful legal battle against the Canadian Performing Right Society.

THE Editor of "The Cinema" editorially states, "During the course of many years, I have received countless complaints from exhibitors in various parts of the country, upon the despotic and arbitrary attitude adopted by the Performing Right Society in this country. It has been estimated that they have taken from the pockets of exhibitors in this country a minimum of over £50,000 a year (approximately \$250,000).

The editorial points out further that English exhibitors who are a day or two late in sending in their tax fee to the Performing Right Society, are obliged to pay about a 30% increase.

The Cinema advises the British Film Industry "to go right out for it and fight", providing the Performing Right Society does not agree to come to more reasonable terms.

EXHIBITORS in Canada will be interested in the editorial viewpoint as expressed by Mr. Sam Harris of the London "Cinema" and will also find the report of the Australian Royal Commission of interest. With The Digest's opinion of the Canadian Performing Right Society, you are already long familiar.



Welland County Women's Institute pass Resolution for Stricter Movie Censorship.



Show Business



"Smilin' Through" Gets 1933 Photoplay Medal

"Smilin' Through", in which Norma Shearer, Fredric March and Leslie Howard had leading roles, has been awarded the 1933 gold medal in the annual reader balloting conducted and supervised by Photoplay Magazine. According to the editorial announcement which will appear in the September issue of Photoplay, the vote which placed "Smilin' Through" ahead of all other pictures of the past season was one of the most decisive in the history of the poll.

Cast Announced for "Three Indiscreet Ladies"

Metro-Goldwyn-Mayer announces that it will film "Three Indiscreet Ladies", based on the novel by Hawthorne Hurst, in the near future. Sam Hellman, short story writer and humorist, has been engaged to prepare the screen adaptation of the book, in which Robert Montgomery will be starred. The title roles of the picture will be enacted by the trio of feminine players now working in "Beauty For Sale," Una Merkel, Madge Evans and Florine McKinney.

Universal to Film "Take a Chance"

With the announcement this week that June Knight, Lilian Bond, Joan Marsh, and Lillian Roth have been assigned featured roles, the cast for the screen version of "Take a Chance" to be produced in New York by William Rowland and Monte Brice for Universal release, is practically completed.

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Winnipeg Adopts Wide Range

The first public showing of Wide Range at the Uptown in Winnipeg, created somewhat of a stir. The first night the house was crowded to capacity and 400 persons waited in a queue and side and capacity audiences have been the rule since. "Cavalcade" was the feature picture, and a splendid vehicle it made.

Now the Furby Theatre, after a complete renovation, re-opened on August 5th with Wide Range, after having been closed for some time. A capacity house marked the opening night. The Park opened on the 10th also with Wide Range.

"The Bowery" Completed by 20th Century

Camera work on "The Bowery", first picture produced by the new company, 20th Century Pictures, headed by Joseph M. Schenck and Darryl Francis Zanuck, is completed, and the film is now being cut.

Constance Bennett Songbird in New RKO Film

Constance Bennett proved that she has a good singing voice yesterday by recording for her new RKO Radio picture, "Without Glory", a new song entitled "Buy a Kiss", which was composed by Max Steiner, head of the RKO musical department.

"Dark Hazard" September "Book of the Month"

"Dark Hazard", the story by W. R. Burnett, which is to serve Edward G. Robinson as his next starring vehicle following "I Loved a Woman", recently completed, has been selected as the Book of the Month Club's notice for September.

The Orpheus Theatre in Halifax was the first theatre in Halifax to adopt Sound. The management has now another advance to its credit inasmuch as it has just signed for the installation of "Wide Range" and so established itself again as a leader in this Eastern port.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — "Storm at Daybreak", a Metro-Goldwyn-Mayer picture, with Walter Huston, Kay Francis, and Nils Asther.
IMPERIAL—Manager Jack Arthur — Charles Ruggles and Mary Boland in the Paramount production, "Mama Loves Papa".
TIVOLI—Manager C. Appell — "Ann Carver's Profession", with Fay Wray and Gene Raymond, a Columbia picture.
UPTOWN—Manager Tom Daley — Second week for "Voltaire", with George Arliss, and Doris Kenyon.

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MONTREAL

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A. W. Smith Jr., General Sales Manager for First National, Chairman Warner's Canadian Convention.